

Rep Order# 9787391 Ver# 1 Status New

Traffic Order#

Printed: 08/09/2012 1:01 PM
Last Received: 08/09/2012 12:33 PM
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product DEFEND MY DIVIDEND
Estimate# 1589
Buyer Shira Levy
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, SUITE 800
WASHINGTON, DC 20007
Agency C/P1/P2/E 119/126/1589
Flight Dates 08/13/2012 - 09/02/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

DEFEND MY DIVIDEND & THE ALLIANCE FOR SAVINGS & INVESTMENT *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES
FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE
OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ)
DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING
CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW DEFEND MY DIVIDEND ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	5A-530A	ABC 7 NEWS @ 5A	:30	\$120.00	08/13-08/17 08/20-08/31	3 2	1 2	3 4	\$840.00	
	2	M-F	530A-6A	ABC 7 NEWS @ SUNRISE	:30	\$250.00	08/13-08/17 08/20-08/31	2 1	1 2	2 2	\$1,000.00	
	3	M-F	6A-630A	ABC 7 NEWS @ SUNRISE	:30	\$250.00	08/13-08/31	2	3	6	\$1,500.00	
	4	M-F	630A-7A	ABC 7 NEWS @ SUNRISE	:30	\$250.00	08/13-08/31	2	3	6	\$1,500.00	
	5	M-F	7A-8A	GOOD MORNING AMERICA	:30	\$400.00	08/13-08/17 08/20-08/31	2 1	1 2	2 2	\$1,600.00	
	6	SU	9A-10A	THIS WEEK	:30	\$225.00	08/19-09/02	1	3	3	\$675.00	
	7	M-F	5P-530P	ABC 7 NEWS @ 5	:30	\$350.00	08/13-08/17 08/20-08/31	2 1	1 2	2 2	\$1,400.00	
	8	M-F	530P-6P	ABC 7 NEWS @ 5:30 EDITION	:30	\$500.00	08/13-08/17 08/20-08/31	1 2	1 2	1 4	\$2,500.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	M-F	6P-630P	ABC 7 NEWS @ 6P	:30	\$800.00	08/13-08/31	2	3	6	\$4,800.00	
	10	M-F	630P-7P	ABC WORLD NEWS	:30	\$1,000.00	08/13-08/31	2	3	6	\$6,000.00	
	11	M-SU	11P-1135P	ABC 7 NEWS @ 11	:30	\$650.00	08/13-08/19 08/20-09/02	2 1	1 2	2 2	\$2,600.00	

---REPORT TOTALS---

Report Totals: 55 / \$24,415.00

---SALES MONTHLY TOTALS---

Aug 12: 38 / \$16,700.00 Sep 12: 17 / \$7,715.00
Sales Totals: 55 / \$24,415.00
Station Totals: 55 / \$24,415.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$24,415
CABL 0% UNKN 0% WBSV 0% WFLA 0% WFTS 0%
WTOG 0% WTSP 0% WTTA 0% WTVT 0% WWSB 100%

Books null
Demos RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

And:

GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW
SUITE 800
WASHINGTON, DC 20007

<u>Contract / Revision</u> 31327 /		<u>Alt. Order #</u> 09787391
<u>Product</u> 119/126/1589/DEFEND MY DIVIDEND		
<u>Contract Dates</u> 08/13/12 - 09/02/12		<u>Est. #</u> 1589
<u>Advertiser</u> DEFEND MY DIVIDEND		<u>Original Date / Revision</u> 08/09/12 / 08/09/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 119	<u>Product Code</u> 126
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	08/13/12	08/31/12	ABC 7 Sunrise @ 5am	5a-530a		:30			NM	7	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				3	\$120.00			
Week:		08/20/12	08/26/12	MTWTF--				2	\$120.00			
Week:		08/27/12	09/02/12	MTWTF--				2	\$120.00			
N 2	7	08/13/12	08/31/12	ABC 7 Sunrise @ 530a	530a-6a		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$250.00			
Week:		08/20/12	08/26/12	MTWTF--				1	\$250.00			
Week:		08/27/12	09/02/12	MTWTF--				1	\$250.00			
N 3	7	08/13/12	08/31/12	ABC 7 Sunrise News @	6a-7a		:30			NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$250.00			
Week:		08/20/12	08/26/12	MTWTF--				2	\$250.00			
Week:		08/27/12	09/02/12	MTWTF--				2	\$250.00			
N 4	7	08/13/12	08/31/12	ABC 7 Sunrise News @	6a-7a		:30			NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$250.00			
Week:		08/20/12	08/26/12	MTWTF--				2	\$250.00			
Week:		08/27/12	09/02/12	MTWTF--				2	\$250.00			
N 5	7	08/13/12	08/31/12	Good Morning America	7-9a		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$400.00			
Week:		08/20/12	08/26/12	MTWTF--				1	\$400.00			
Week:		08/27/12	09/02/12	MTWTF--				1	\$400.00			
N 6	7	08/19/12	09/02/12	This Week	9-10a		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$225.00			
Week:		08/20/12	08/26/12	-----S				1	\$225.00			
Week:		08/27/12	09/02/12	-----S				1	\$225.00			
N 7	7	08/13/12	08/31/12	ABC 7 News at 5p	5-530p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$350.00			
Week:		08/20/12	08/26/12	MTWTF--				1	\$350.00			
Week:		08/27/12	09/02/12	MTWTF--				1	\$350.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

Contract / Revision	Alt. Order #
31327 /	09787391

Contract Dates	Product	Est. #
08/13/12 - 09/02/12	119/126/1589/DEFEND	1589

Advertiser	Original Date / Revision
DEFEND MY DIVIDEND	08/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 8	7	08/13/12	08/31/12	ABC 7 News at 530p	530-6p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				1	\$500.00			
Week:		08/20/12	08/26/12	MTWTF--				2	\$500.00			
Week:		08/27/12	09/02/12	MTWTF--				2	\$500.00			
N 9	7	08/13/12	08/31/12	ABC 7 News at 6p	6-630p		:30			NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$800.00			
Week:		08/20/12	08/26/12	MTWTF--				2	\$800.00			
Week:		08/27/12	09/02/12	MTWTF--				2	\$800.00			
N 10	7	08/13/12	08/31/12	ABC World News Tonig	630-7p		:30			NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTF--				2	\$1,000.00			
Week:		08/20/12	08/26/12	MTWTF--				2	\$1,000.00			
Week:		08/27/12	09/02/12	MTWTF--				2	\$1,000.00			
N 11	7	08/13/12	09/02/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MTWTFSS				2	\$650.00			
Week:		08/20/12	08/26/12	MTWTFSS				1	\$650.00			
Week:		08/27/12	09/02/12	MTWTFSS				1	\$650.00			
Totals											55	\$24,415.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	38	\$16,700.00	\$14,195.00
08/27/12 - 09/02/12	17	\$7,715.00	\$6,557.75
Totals	55	\$24,415.00	\$20,752.75

Signature: _____ **Date:** _____

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